

## Message Text

UNCLASSIFIED

PAGE 01   SOFIA 01890 111537Z  
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W  
-----079773 111547Z /45

P R 111455Z SEP 78  
FM AMEMBASSY SOFIA  
TO USDOC WASHDC PRIORITY  
INFO SECSTATE WASHDC 5236  
AMEMBASSY VIENNA

UNCLAS SOFIA 1890

USDOC FOR BEWT - BLARE THOMPSON  
VIENNA FOR EWTDSO

E.O. 11652: N/A  
TAGS: BEXP, BU  
SUBJECT: CLOSING DAY TELEGRAM, PLOVDIV '18

1. PLOVDIV INTERNATIONAL FAIR
  2. PLOVDIV, BULGARIA  
SEPTEMBER 3-10, 1978
  3. NUMBER OF U.S. EXHPBITORS SEEKING AGENTS AND DISTRIBUTORS - ONE (STAUFFER)
    - A. NUMBER OF AGENTS AND DISTRIBUTORS APPOINTED - ONE (STAUFFER)
    - B. NUMBER OF AGENCIES AND DPSTRIUTORSHIPS UNDER NEGOTIATION - ZERO
    - C. SEVEN EXHIBITORS REPORTED 109 NEW LEADS.
  4. FLOOR SALES AT EXHIBITION, INCLUDING DOLLAR VALUE OF MERCHANDISE TURNED OVER TO AGENTS AND DISTRIBUTORS - FIVE  
UNCLASSIFIED
- UNCLASSIFIED
- PAGE 02   SOFIA 01890 111537Z
- EXHIBITORS REPORTED 2,794,600.00 DOLLARS. ONE EXHIBITOR LEFT WITHOUT SUBMITTING REPORT (HEWLETT-PACKARD). EWTDSO, VIENNA WILL ATTEMPT TO OBTAIN REPORT.
- A/ TEN EXHIBITORS REPORTED TWELVE MONTH SALES PROJECTION OF 5,275,000.00 MAKING TOTAL OF SHOW 8,069,600.00 DOLLARS.

5. N/A

6. A/ MR. DOUGLAS DISTRICT SALES REPN, CATERPILLAR, SAID, "THE GENERAL QUALITY OF THE TOTAL US EXHIBIT COMPARED FAVORABLY WITH OTHER COUNTRIES. GOOD VALUE FOR INVESTMENT MADE."

B/ MR. NOVICK, COMPU CORP SAID, "A VAST IMPROVEMENT OVER LAST YEAR" BOTH IN TERMS OF RESULTS AND THE NECESSARY PREPARATION AND ORGANIZATION BY ALL PARTIES CONCERNED IN ORDER TO ACHIEVE THIS.

C/ MR. PILARSKI, REGIONAL MANAGER, DU PONT SAID, "EXHIBITORS RECEIVED ALL NECESSARY SUPPORT FROM AMERICAN STAFF."

7. A CONTINUING MARKET EXISTS FOR AGRICULTURAL CHEMICALS, INCLUDING FERTILIZERS, HERBICIDES, AND INSECTICIDES. INTEREST ALSO EXISTS IN MEASURING INSTRUMENTS FOR USE IN MEDICAL DIAGNOSES AND RESEARCH. SOME POSSIBILITIES EXIST IN COMPONENT PARTS FOR FORK-LIFT TRUCKS, SUCH AS HYDRAULIC VALVES.

8. TOTAL NUMBER OF EXHIBITORS - ELEVEN

A/ NEW TO EXPORT - ZERO

UNCLASSIFIED

UNCLASSIFIED

PAGE 03 SOFIA 01890 111537Z

B/ NEW TO MARKET - FOUR

C/ OLD TO MARKET - SEVEN

D/ FULLY ACHIEVING PRIMARY MARKETING OBJECTIVE - NINE

E/ PARTIALLY ACHIEVING PRIMARY MARKETING OBJECTIVE - ONE

F/ FAILING TO ACHIEVE PRIMARY MARKETING OBJECTIVE - ZERO

G/ THERE WERE NO EXHIBITORS WITH REPRESENTATIVES FROM THE US BUT CATERPILLAR AND DU PONT HAD AMERICAN REPRESENTATIVES FROM THEIR EUROPEAN SUBSIDIARIES.

9. HENNING VONTILLIUS PLANS TO DEPART SOFIA FOR BUCHAREST ON MONDAY, SEPTEMBER 18.  
GARTHOFF

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 11 sep 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1978SOFIA01890  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D780369-0953  
**Format:** TEL  
**From:** SOFIA  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1978/newtext/t19780981/aaaacozv.tel  
**Line Count:** 111  
**Litigation Code IDs:**  
**Litigation Codes:**  
**Litigation History:**  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Message ID:** 3396e852-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION EUR  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 3  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
**Review Date:** 29 mar 2005  
**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** N/A  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 1484003  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** CLOSING DAY TELEGRAM, PLOVDIV \18  
**TAGS:** BEXP, BU  
**To:** COM  
**Type:** TE  
**vdkgvwkey:** odhc://SAS/SAS.dbo.SAS\_Docs/3396e852-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014